

**GET INVOLVED!**

Commons 302  
[www.uidaho.edu/getinvolved](http://www.uidaho.edu/getinvolved)

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## Marketing Your Event

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- Start out by determining your marketing basis (also known as the 4 Ps):
  - **Promotions:** What media will be used? When will you start promotions?
  - **Product:** What type of event are you planning?
  - **Price:** Is the event free? Will this affect the turnout?
  - **Place:** The venue that you select for the event is very important due to travel and space.
- Create a budget to unveil any hidden costs and determine how much you can spend.
- Keep your audience in mind when you are making your marketing materials.
- Use clear and simple language in your advertising. Always make sure materials cover who, what, when, where, why, and how.
- Begin marketing for an event 2-3 weeks before it is set to happen.
- Types of media:
  - **Word of mouth** is the best and cheapest medium. Get people talking and interest will spread.
  - **Newspaper:** Most newspapers have an "events column" and will advertise your event for free or for a minimal cost.
  - **Public Service Announcements:** radio stations broadcast PSAs about programs and events in the community.
  - **Press Release:** A press release is a proposed news article written by you and should be no more than a page in length. Only essential information should be included.

- Types of promotion include posters, info tables, table tents, flyers, sandwich boards, banners, ground stakes, and sidewalk chalk.
- To learn more information about advertising your event on campus, please visit [https://orgsync.com/custom\\_pages/31963/show/6569](https://orgsync.com/custom_pages/31963/show/6569).
- Stop by the office and pick up an event planning manual in The Department of Student Involvement Commons 302.